

## **Historic, Archive Document**

Do not assume content reflects current  
scientific knowledge, policies, or practices.

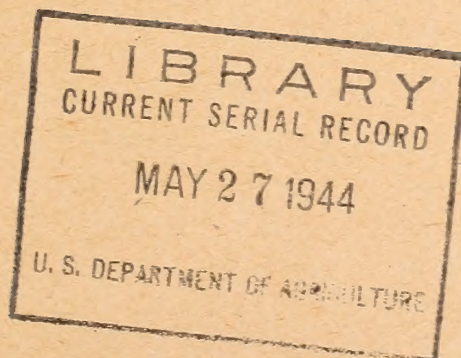




May 13, 1943

RATIONING AND PRICE CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>RADIO</u>		
Series of skeleton scripts (or script outlines) for field use on local radio shows. Subject to be farmer's part in rationing, price control, meat grading, anti-black market campaign, etc.	Heinen, AAA	Being planned
Consumer Time "Cents-per-pound Meat Ceilings"	FDA Ashman	Scheduled for broadcast May 15
"Payan House" (Ceilings and Standards)	FDA Ashman	Scheduled for broadcast May 22
"Ration for Babies"	FDA Ashman	Scheduled for broadcast May 29
Radio Sound-up on Food "Market Basket Top Prices" "Sugar for Canning"	FDA Cohen	Wired to field May 12
Fifty ration spots to go on the air while War Ration Book III is being distributed. To be sent out through OWI to all radio stations.	OPA	In preparation
Farm and Home Hour - Blue Network "Sugar and Spice for Home Canning"	BHN & HC Van Deman	In preparation
"Uniform Price Ceilings on Meat"	Van Deman	Scheduled for broadcast May 17
Homemakers' Chat "Home Canning Regulations"	OI, Wharton	Released
"Point-Free Meats"	OI, Douglass	In preparation
<u>PUBLICATIONS</u>		
Farmer Instruction Leaflet Explanation telling the farmer in simplest language what is expected of him under various orders issued by USDA and OPA (rationing, price control, meat grading, slaughter permit system, etc.)	OPA and USDA	Basic material being gathered in Extension Service and FDA.





Subject	Assigned	Status
99 Ways to Share the Meat Reprint of the leaflet originally published for the voluntary share-the-meat campaign. Revision to bring it up to date under point rationing prepared and submitted for printing.	BHN & HH	Submitted for printing April
Feet in Wartime Meals Popular publication similar to "99 Ways to Share the Meat. Contains statement on place of fat in the diet. Suggests thrifty use of fat in table and in cooking.	BHN & HH	In press
Campaign handbook covering all rationed foods.	OPA	Due for clearance week of May 10
"War Rations for Americans" - 16-page picture book explaining rationing.	OPA	In preparation - tentative release date June 15.
Simplified Table of Point Values for Blue-Stamp Rationing.	OPA	In preparation
Campaign handbook on gasoline and fuel oil conservation. Section on farm use.	OPA	In preparation
Consumers' Guide (5 items in News Letter for May, one article for May, and one article for June - all listed in campaign report No. 3)	FDA	At printer
Rationing Facts A compilation of data on all rationing programs from their inception to May, 1943. Includes information on the number of stamps in circulation in each program, the numbers of cars, tires, pounds of sugar, etc., that have been rationed.	OPA	In preparation
Catalog of rationing information -- "What is Rationed and How to Get it"	OPA	Turned over to (Irving Gola) for issuance as a War Graphic
"Meat" (publication)	OPA	In press
Tabloid "Ponies and Paints"	OPA	Work started on layout
Stuffer to accompany War Ration Book III urging strict compliance with rationing and price regulations. Approximately 50 million copies to be printed. One stuffer to be inserted with each War Ration Book III mailed.	OPA	In preparation



Subject	Assigned	Status
Filled-out application form for Ration Book III, showing how to use.	OPA	In preparation
<u>Statement on pressure cooker rationing.</u> Explanation of the mechanics of this program, to be sent to all OPA local War Price and Rationing Boards, to prevent confusion at local level. Copies of this statement will also be sent to County War Boards for their information.	AAA Durham	In clearance
Statement interpreting amendment to meat rationing regulation which permits use of custom slaughter facilities by farmers without surrender of ration stamps.	HAI & ES Don Warner	To be released May 15
Explanation for farm women on "How to Sell Home-Canned Foods under Rationing Regulations."	OPA	In preparation
Home-Canning Regulation. Field information memoranda, radio programs, leaflets and mailings are being held pending release of the regulation.	OPA	Being released during week of May 10
Statement to farm slaughters that they have been authorized by amendment to meat grading regulations to grade meat from animals they slaughter.	OPA	In preparation
<u>ANTI-BLACK MARKETS CAMPAIGN</u>		
Over-all handbook on Food Orders, designed especially for farmers.	FDA & OPA	In preparation
New subject schedule, or "Time Table" was drawn up. with Agriculture, OWI, the American Meat Institute, and others will follow in waging the fight against black markets.	Rosell	Completed
<u>MACHINERY AND TRANSPORTATION CAMPAIGN</u>		
Information kit on machinery, farm supplies and transportation for local use.	Harold Lewis	In preparation
Letter head covering situation.	Lewis	In clearance
Letter use of farm machinery (delayed)	Lewis	In clearance



# Subject

# Assigned

# Status

Fertilizer situation.

Lewis

In clearance

Underwire, rope situation.

"

Released May 1

Conservation of farm rope and twine.

"

In clearance

Revised of farm machinery rationing order.

Seth Thompson

Released May 7

Background piece on substitutes for wood and insulation materials.

"

In preparation

Background piece on pressure cookers, how to obtain them, etc.

"

In preparation

## FARM LABOR CAMPAIGN

44-10

Sound-up Crop Corps News, Edderly - Farm and Home Hour - May 21.

Fulghum

In preparation

Talk by Dorothy Thompson on Farm and Home Hour.

Schlap

Pending

Demonstration talk by Fletcher on Job Training along JIF lines

Vaughan

Pending

Fulghum

May 14 - Interview with Florence Hall on Atlantic Coast hookup.

Bailey

In preparation

May 21 - Interview with Florence Hall on Crop Corps, Ernest Lindley, FBC

Bailey

In preparation

May 24 - Florence Hall interview on WMCA New York with Alice Hughes

Bailey

In preparation

How a small farmer is adjusting to war production, farm machinery deals - For OWI Uncle Sam transcription.

Edderly

Pending

44-10

Series stories on Food Processing labor

Rose (OWI)

In preparation

Press conference with E. F. Vance's Press Club, May 25, Florence Hall.

Rose (OWI)

Scheduled

Florence Hall guest at Washington Women's Press Club, May 26.

Rose (OWI)

Scheduled



Subject	Assigned	Status
Story for women's page editor, need for Crop Corps volunteers, May 14.	Howard (OWI)	In preparation
Story on need for Crop Corps volunteers for collegiate press, May 15.	Klaw (OWI)	In preparation
Slice foreign language column angled to persuade farmers of foreign accent they can get labor to harvest crops, May 16.	Cronyn (OWI)	In preparation
Story stressing importance and responsibility farmers, emphasizing Crop Corps, May 17.	Cronyn (OWI)	In preparation
Story on training fulltime agricultural recruits at Ohio State - with photographs.	White ) Gilmore) (OWI)	In preparation
FOOD INFORMATION SERIES, LEAFLETS, ETC.		
The Government's Farm Labor Program. (Also being printed)	Ext.	Out
Mobilizing the community (Also being printed)	Ext.	Out
New Local Communities Mobilized in 1942 (Ext. mimeo.)	Ext.	Out
Suggested information program for the local community	Poole Fulghum	At printer
Crop Corps Certificates	Poole Fulghum	At printer
Three safety leaflets	Poole	At printer
Popular leaflet on Crop Corps for farmer	Meyer	Being revised
Popular leaflet on Women's Land Army	Bailey	In preparation
Popular leaflet on Victory Farm Volunteers	Frutchey Fulghum	In preparation
Discussion guide on Farm Labor for OWI BAH-Ext. flier (Farm Community Effort) Developments of Women's Land Army last year to date	Storer Johnson Bailey Dr. Ham	Ready for OWI In preparation In preparation
Statistical statement women on farms	Bailey Dr. Hagood	In preparation
Training courses for Women's Land Army	Bailey	In preparation



<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Revised questions and answers on Women's Land Army	Bailey Hall	In preparation
What cooperating organizations are doing to aid the farm labor program	Fulghum	In preparation
Farm Labor and Food Statistics	Fulghum DeVries	In preparation
Training courses for VEV	Fulghum Deiss	In preparation
June Farm Labor Jobs	Fulghum	In preparation
<u>VISUAL</u>		
Recruiting movie for high schools	Wall	Finished
Documentary film on city youth on farm, script by Dorothy Thompson, being financed by combined State Extension Services	Bennett Lindstrom	In preparation
Slidefilm "Finding Minutes" and "Labor Efficiency"	Bennett	In preparation
Mats for State Extension Editor use as insignia, uniform, certificates	Bennett	In preparation
Several series pictures on farm labor - completed - several others planned	Sill Ackerman	In preparation
Several posters are out - others in process	Pool	In process
<u>MAGAZINES</u>		
Documentary series pictures, etc. for Coronet Magazine	R. Beckman	In preparation
Cooperating with - LIFE CLICK FARM JOURNAL COUNTRY GENTLEMEN LOOK and other magazines in farm labor pictures and copy	Schlup	In preparation
Article on Farm Labor Program for Country Gentleman	Flood	Prepared



Subject	Assigned	Status
<u>PRODUCTION GOALS CAMPAIGN</u>		
Campaign story-illustrated feature.	Roy Beckman	In preparation for Christian Science Monitor
America's Bread Basket" Illustrated feature.	Hall, AAA	In preparation for Kansas City Star
Easy Production-feature	Bill, AAA	In preparation for WNU
Woman's Land Army--production series	Mrs. Beckman	In preparation for WNU
Illustrated food production story	Mrs. Beckman	New York Mirror
How Grown Chicks--illustrated feature	Mrs. Beckman	New York News
Safety First in Production--feature	Mrs. Beckman	In clearance - WNU
Food Production story.	Mrs. Beckman	In preparation - WNU
Vegetable price, info. background	Stewart, AAA	In preparation
Press release, price supports for Hay Seeds.	Bill, AAA	In clearance
Picture stories. On vegetable production.	Pace & Beckman	In preparation
Display card for food production campaign.	Radford, SCS	In preparation
Egg production posters.	Bill, AAA	In preparation
Full photo page -- hog production.	Beckman	Near completion for AP
Converting wheat into meat.	Burch, ARA	In clearance
Preventing lungworm disease in cattle.	Burch, ARA	In clearance
Care pigs. care feed	ARA (Burch)	In clearance
Turkey range shelters	ARA (Burch)	In clearance
Hybrid beef cattle for the South	" "	" "
Protein feed statement	" "	Finished (release 2313-43)
Stock sanitation	" "	In preparation



Subject	Assigned	Status
Poultry Conservation Campaign (timely recommendations)	ARA (Burch)	In preparation
Improving poultry through National Poultry Improvement Plan -- revised MP 317	ARA (Zumbro)	June 15
Incubation and Brooding of Chickens. revised PB 1538	ARA (Lee)	May 15
Circular on Corn-Molasses Mixtures vs. Corn for Cattle.	ARA (McComas)	In preparation
Feeds for Fattening Cattle Before and After Weaning.	ARA (Hazen)	In preparation
Grass seed production -- AWI leaflet	ARA (BPI & SAE)	In preparation
Cottonseed oil production -- AWI leaflet	ARA (BPI & SAE)	In preparation
Protecting potatoes from late blight -- AWI leaflet.	ARA (BPI & SAE)	In Office of Info.
Early July is the deadline for fighting peanut diseases.	ARA (Capen)	In clearance
Peanut bulletin stresses proper harvest for best returns.	ARA (Capen)	In clearance
New fiber flax bulletin helps growers of war crop.	ARA (Capen)	Cleared
Care and use of rope discussed in new bulletin.	ARA (Capen)	In preparation
Background piece on WFA plans for control of corn movement.	Geo. Snell, WDA	In clearance
<p>RADIO</p> <p>(WFA-FIFS sessions)</p> <p><u>Farm and Home Hour</u></p>		
Lee Marshall, WFA - "Supplies Used in Producing Food" - May 18.		May 18
Wallace Haddenly, "Feeding Livestock -- 1943 Style" -- May 19.		May 19
Luth Van Deman and Wallace Haddenly "Poultry Conservation" -- May 21.		May 21



Subject

Assigned

Status

"This is Official" (Blue Network)  
May 23. Chester Davis, WFA (Answering  
questions about food production)

May 23

Illustration Boards Items (Farm and Home)  
(Lard)  
(Soybeans)

Stewart, AAA

Cleared

Farm Flashies

Quick Feed and Water  
Clean Range for Poultry  
Sheep Shearlings  
Sheep Parasite Control  
Grass Silage (2 stories)  
Chicken brooding and rearing  
Substitutes for dried skim milk in feeding poultry

Burch  
Burch  
Reynolds  
Reynolds  
Reynolds  
ARA (Burch)  
ARA (Burch)  
Cleared  
In clearance  
In clearance  
In Clearance  
In clearance  
In clearance  
In preparation

ENS AND PA

Drop Damaging Insects  
43 V-Farm Speed-Up  
Maintenance of mature steers on pasture  
Diseases of sheep and goats  
Effect of progeny testing on swine improvement  
Fundamentals of animal breeding  
Side placement of fertilizer.  
War war work - description of new  
portable exhibit (release)

Merndon, OI  
For, FSA  
ARA (BAI)  
ARA (BAI)  
ARA (BAI)  
ARA (BAI)  
ARA (Gopen)  
Burch, ARA  
In clearance  
In preparation  
Under consideration  
In preparation  
In preparation  
In preparation  
In preparation  
In preparation

OVER-ALL FOOD CAMPAIGN

National Food Situation, BAE, being changed  
from quarterly to monthly basis.

BAE

Under way

Campaigns Handbook -- outlining highlights  
of all food campaigns and containing master  
timetable by months through 1943.

USDA  
OPA  
OWI

In preparation



# NUTRITION AND FOOD CONSERVATION CAMPAIGN

Subject	Assigned	Status
Speech on Infant Feeding for Special Assistant to the President	Perry	Finished
Piece on Right Feeding of War Workers and how growers can cooperate for the WRA Convention number	Solomon	Finished
Point-of-sale Promotion Nutrition program for WRA Convention number	Solomon	Finished
Weekly Squib Service to OWI	Fairfield	Finished
Nutrition Timetable for OWI Campaign Book	Nichols	Finished
WCSJB piece typing nutrition to rationing		May issue
CONSUMER GUIDE piece on Daville, Va., which has a hired nutritionist and in building a community food preservation center.	Nichols	Assigned
CONSUMER GUIDE piece on the Served plan of Infant feeding	Van Horn	Assigned
Squib on Infant Feeding and local nutrition committees for OWI Magazine War Guide	Nichols	Finished
Suggested nutrition shots for negro news reels	OWI	Finished
Donald Payne on soya and peanut products "Victory starts at Home" program	Molohon	May 11
Fred Beard on "Meat and the Housewife" Home Service Daily Program	Molohon	May 12